

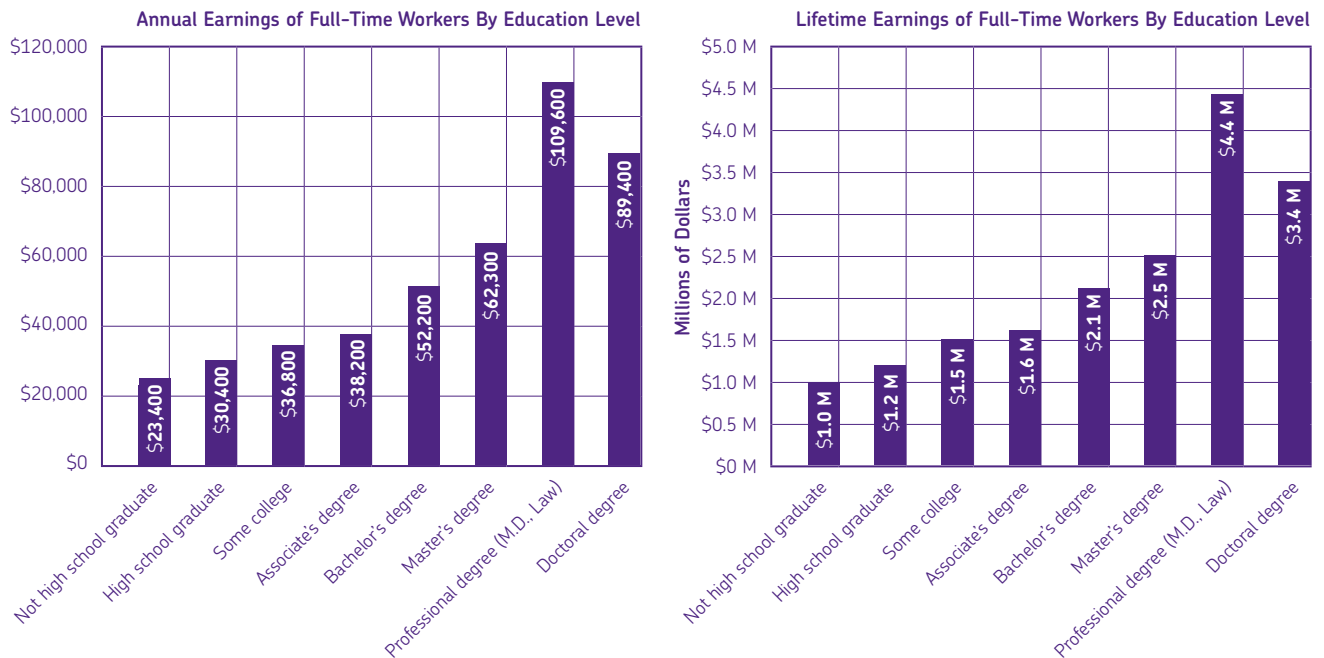
The More You Learn, The More You Earn

Worried about the cost of college? Sure, college costs money, with cost of attendance ranging anywhere from \$3,000 to \$30,000 per year. But going to college pays off in the long run. Plus, there is plenty of financial aid available for eligible students and families.

Facts:

- A four-year college graduate (that is, someone with a Bachelor's degree) earns almost \$1 million more over his or her lifetime than a high school graduate.
- The average annual income of a four-year college graduate is about \$52,000, compared to the average annual income of \$30,400 for a high school graduate.

Check out these graphs:



Source: U.S. Census Bureau, 1998, 1999, 2000

We're not saying that money is everything, or even the most important thing. But your investment in a college education will pay off in higher earnings over time. With a college education, you also can expect:

- Better working conditions
- Longer job tenure
- More on-the-job training opportunities
- More promotion opportunities

Most importantly, with a college education you gain the knowledge and skills that will help you throughout your life. So, before you say, "I can't afford to go to college," ask yourself, how can you afford NOT to go to college?